



U R B A N
D E S I G N
B R I E F

COLLIER OWEN DEVELOPMENT
CORPORATION

47, 49, 51, 53 COLLIER STREET

9 & 23 OWEN STREET

CITY OF BARRIE

NOVEMBER 2022
WESTON FILE #10887

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1

INTRODUCTION

1.1 INTRODUCTION

This Urban Design Brief (herein referred to as the 'Brief') has been prepared by Weston Consulting on behalf of the Collier Owen Development Corporation, the registered owner of the properties located at 47, 49, 51, 53 Collier Street and 9, 23 Owen Street in the City of Barrie (herein referred to as the "subject property"). The owner is proposing to develop the subject properties into a 32-storey mixed use development, complete with five (5) levels of parking.

This Brief is in support of a Zoning By-Law Amendment (ZBA) and Site Plan Application (SPA) to permit the proposed development. The Brief provides a detailed discussion of key urban design principles as they relate to the proposal. These include an overview of applicable policies within the City of Barrie Official Plan (BOP 2018), the New Official Plan (BOP 2022), the City of Barrie Urban Design Manual (updated 2014) and the Intensification Area Urban Design Guidelines (2012).

Several reports and studies have been prepared in support of this application, including:

- Architectural Plans (Prepared by Scott Shields Architects Inc.), dated September 29, 2022;
- Streetscape Plan, (Prepared by Envision-Tatham Inc.); dated August 5, 2022;
- Sun and Shadow Study (Prepared by Scott Shields Architects Inc.), dated September 6, 2022.

The Brief has been prepared based on requirements identified during the Pre-Consultation Meeting held with City of Barrie staff on May 12, 2022 (File Number: D28-019-2022).



Figure 1: Air Photo of Subject Property

2 C O N T E X T

2.1 THE SITE

The subject property is located in the City of Barrie at the intersection of Owen Street and Collier Street, within the City Centre (as identified in Schedule A: Land Use of the Official Plan). The parcels combined have a frontage of 68.17 metres along Collier Street, and a frontage of 41.67 metres on Owen Street. The subject property is currently vacant. Towards the east and west of the site are various commercial and mixed-use buildings. North of the site are residential properties. South of the site is Dunlop Street East, a central throughfare and busy mixed-use street

in downtown Barrie. The planned redevelopment within the neighbourhood presents opportunities to contribute to a complete community.

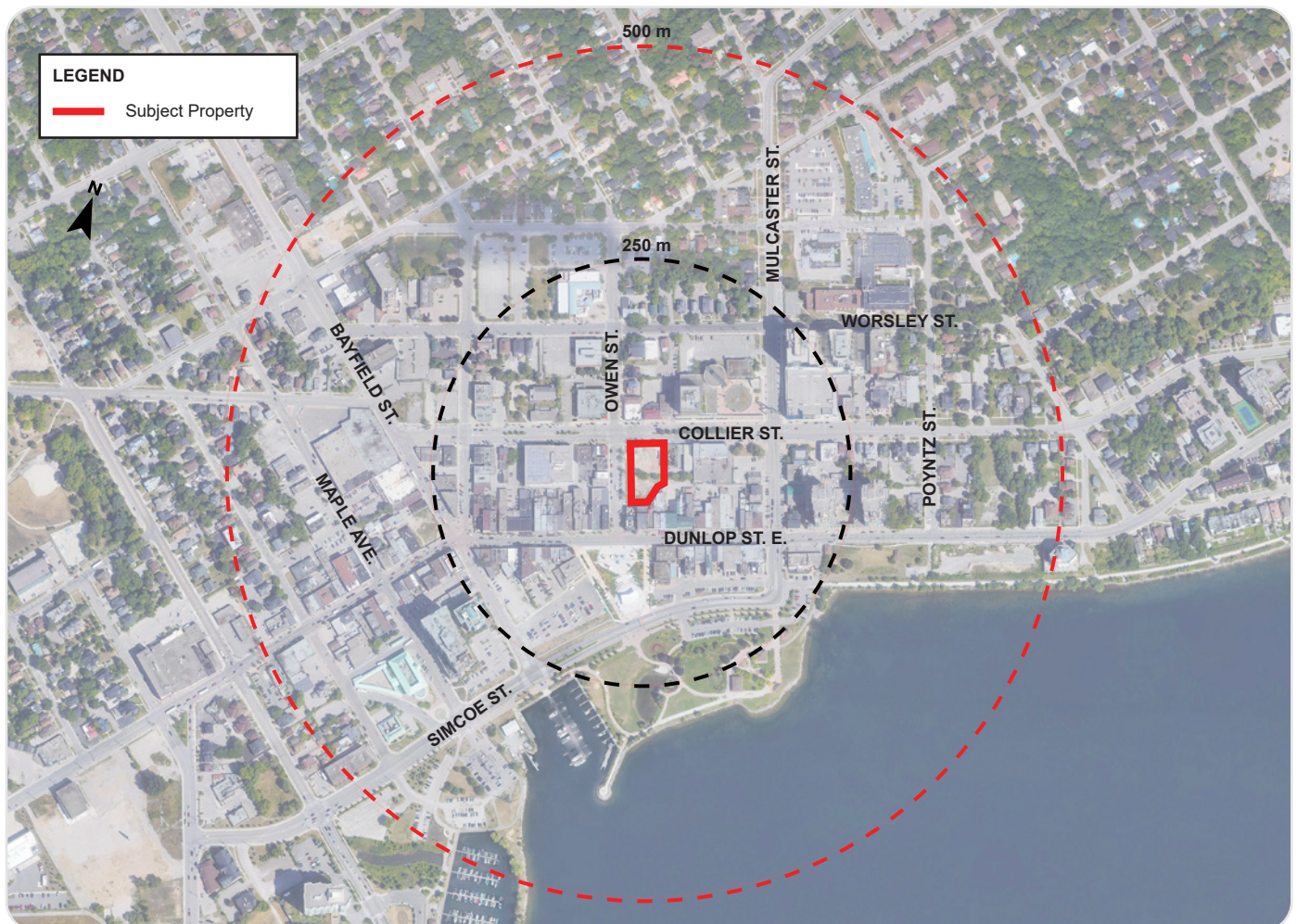


Figure 2: Air Photo of Site Location

2.2 BUILT FORM CHARACTER

The subject property is located within the historic core of the city. The surrounding built form character of the neighbourhood is primarily 2 to 3-storey retail and former residential dwellings, in addition to institutional and community spaces. The subject property is located one block north of Dunlop Street East comprised of largely 2 to 3-storey mixed-use specialty shops and services.

Being the original settlement area of the former Town of Barrie, the area contains a number of historic buildings (see Figures 4 to 9). Recent investments in Heritage Park and Lakeshore Drive has enhanced pedestrian pathways to and from the waterfront.

The housing typology in the surrounding context is predominantly 2-storey converted single-detached dwellings north of the site. In terms of architectural style, the surrounding neighbourhood includes a variety of styles typical of a changing neighbourhood. As described in the city's 'Historic Neighbourhood Strategy', the area is classified as a 'Yellow Street'. Yellow Streets within the study area are described as an area in transition with a growing mix of housing forms and services. As such, while growth is anticipated at key intersections, new development shall adhere to the city's urban design standards and respect the historic character of the neighbourhood.



Figure 3: Built Form Context Map



Figure 4: 58 Collier Street (c. 1845)

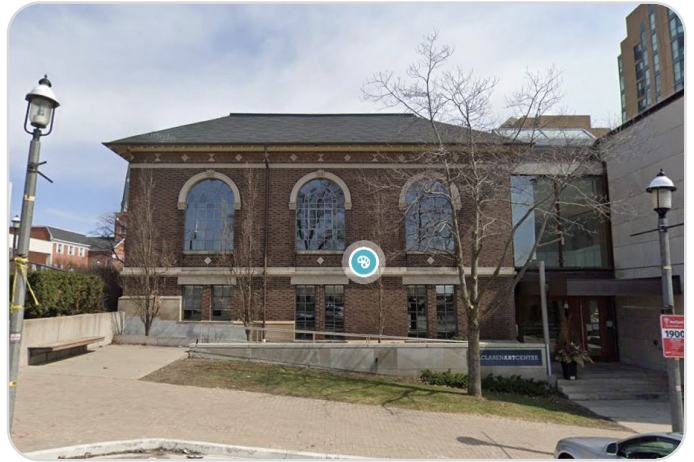


Figure 5: 37 Mulcaster St., Carnegie Library (c.1915)



Figure 6: 125-123 Dunlop Street East, Commercial Building (c.1870s)



Figure 7: 94 Dunlop St. East, Queen's Hotel (1850)

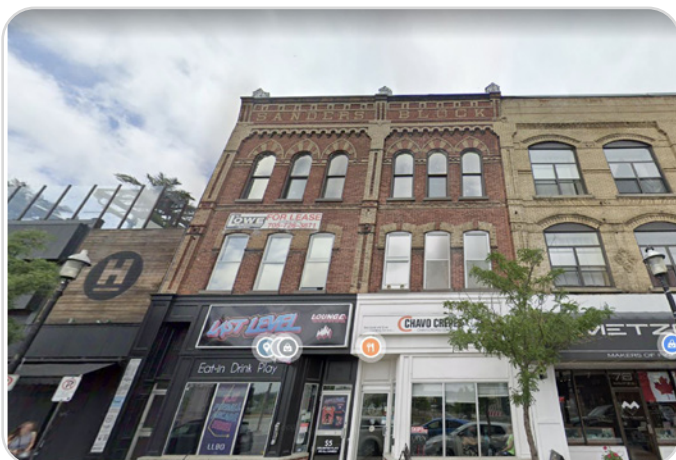
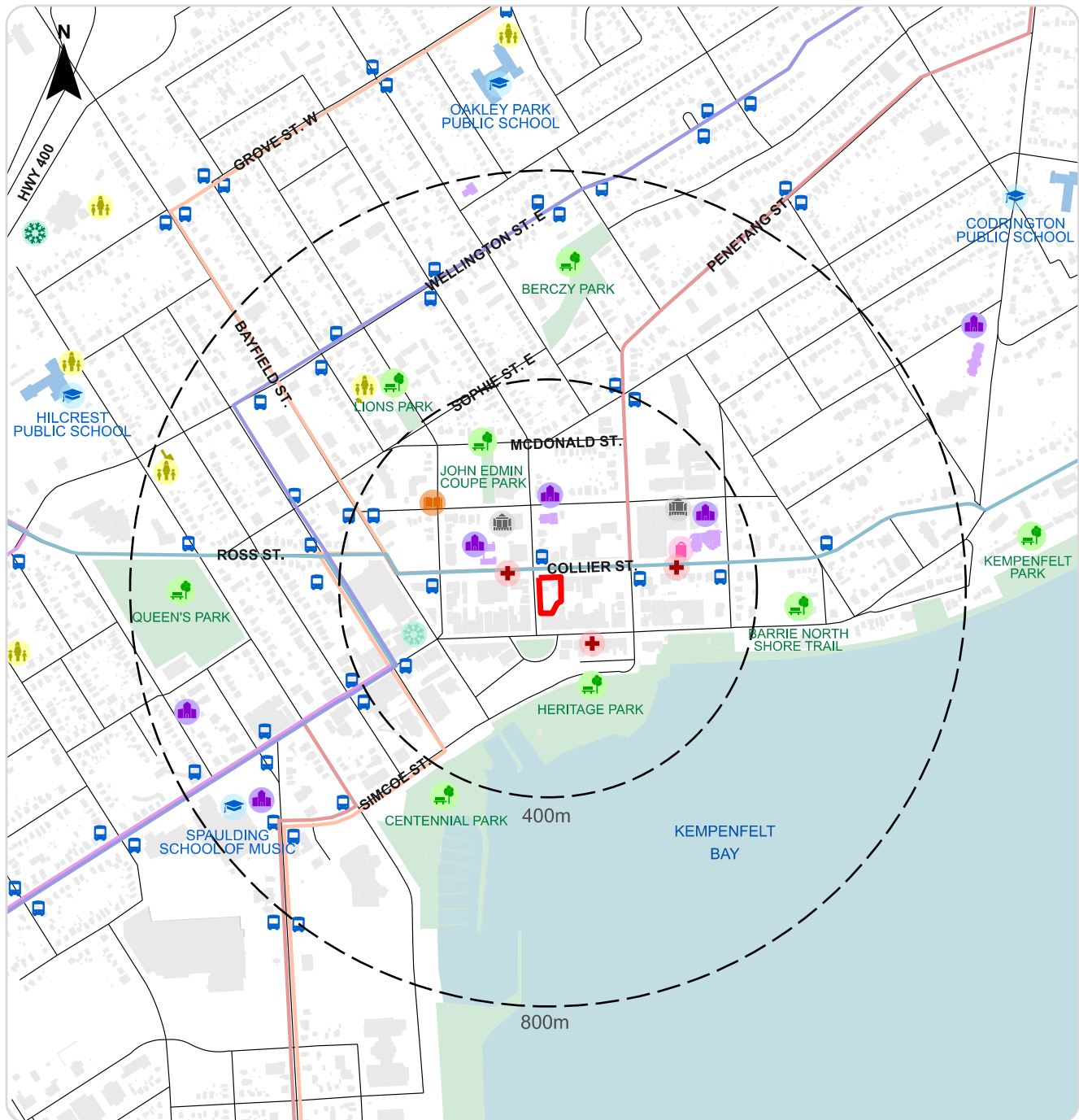


Figure 8: 72-74 Dunlop St., Sanders Block (c.1880)



Figure 9: 31 Bayfield St., Simcoe Hotel (c.1876)



LEGEND

- Subject Property
- - - 400m Radius
- - - 800m Radius

Active Transportation

- Line 5
- Line 6
- Line 7
- Line 8
- Line 100

Amenities

- Park
- Place of Worship
- Child Care Facilities
- Recreational Facilities
- School
- Commercial / Retail
- Health Care Facilities
- Libraries
- Government Facilities

Figure 10: Community Context Map

2.3 TRANSPORTATION

Existing or Planned Transportation Networks

Collier Street is designated as a 'Major Collector' per the Barrie Official Plan. Highway 400 is located to the northwest and can be accessed via Bayfield Street interchange. The site is well-served by several bus routes which connect to important destinations in the City. These bus stops can be accessed within walking distance of the site along Collier Street and Owen Street. Destinations include the GO Transit Stations of Barrie South and Allendale Waterfront which provide access to other destinations in the GTA, including Toronto Union Station. Other routes connect the site to public amenities in the surrounding area, including Georgian College, Georgian Mall and the Waterfront.

The following routes currently serve the site:

- Route 100A/B
- Route 1
- Route 7
- Route 8

Both Collier Street and Owen Street have public sidewalks. The sidewalks provide direct access to bus stop links in the local area with active transportation infrastructure plans supporting additional methods of travel within the city centre. Colliers Street and nearby Mulcaster Street have buffered bike lane proposed. Collier Street has a public sidewalk on both the north and south sides of the right-of-way. The north sidewalk is buffered from the road by a landscape strip, setting the walkway back from the curb (see Figure 12). The north and south sidewalk outside the site currently provides direct access to the Line 8 bus route.

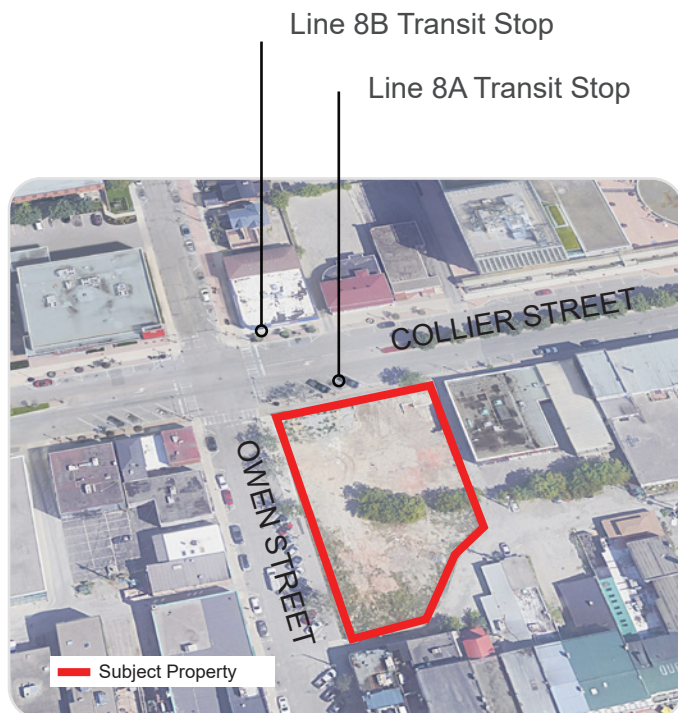


Figure 11: Proximity to Line 8 Transit Stops



Figure 12: North sidewalk across from site along Collier Street

2.4 AMENITIES AND PARKS

Amenity

The Downtown Barrie Public Library is located approximately 180 metres from the site to the north. The Library provides a range of services and community facilities, including computing labs, programs for seniors, teens and newcomer services, and room rentals. There is a future YMCA across the Clapperton Street adjacent to the library. The site is within the downtown, where several places of worship, commercial services and public services are accessible by various modes of transportation. There are at least two childcare facilities located within a 15-minute walking distance of the site.

Parks

The subject property is well connected to several parks and open spaces. Heritage Park and John Edwin Park are a 5-minute walk from the subject property. Heritage Park (see Figure 13), offers access to the Barrie North Shore Trail, a nearly three-kilometre recreational trail within the City.



Figure 13: Surrounding Parks

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D E S I G N
V I S I O N
&
P R I N C I P L E S

3.1 DESIGN VISION AND PRINCIPLES

The proposed mixed-use development supports several guiding principles and themes outlined by the City of Barrie's Official Plan (BOP 2018), the City of Barrie's the New Official Plan (BOP 2022), the City of Barrie Urban Design Guidelines (BUDG) and the Intensification Area Urban Design Guidelines (IAUDG). The proposed 32-storey mixed-use building will provide additional housing and retail opportunities in downtown Barrie.

Moreover, the site's proximity to transit and active transportation services, parks, and retail also contributes to the City's goal for complete and healthier communities. The mixed-use building will incorporate retail uses at grade that will create new housing and job opportunities while improving the pedestrian environment for the community. The design concept consists of the redevelopment of underutilized lands to accommodate growth, optimize density and height potentials and to increase housing options with commercial use incorporated.

The following underlying principles provide direction and outline the key overarching themes guiding the development. They promote well-designed, context-sensitive development and focus on accommodating future growth with the city by:

Intensifying the downtown neighbourhood and transit corridors.

- The proposed development will respond to the existing neighbourhood context and planned future growth within downtown Barrie;
- Provide infill development that encourages intensification; and
- Enable the development of human-scaled pedestrian-friendly streetscapes in the community.

Providing high-quality built form housing options.

- The proposed development will be appropriately designed to fit within the surrounding area;
- Building setback will ensure a consistent streetwall is maintained; and

- High quality design elements, including façade articulation and materials, will contribute to a sense of place for the downtown Barrie neighbourhood.

Respecting the Historic Character of the Area.

- The proposed development will have appropriate setbacks and podium height transition to adjacent historic Dunlop Street buildings; and
- The use of traditional building materials along the podium will create contextual tie-in with the nearby historic buildings.

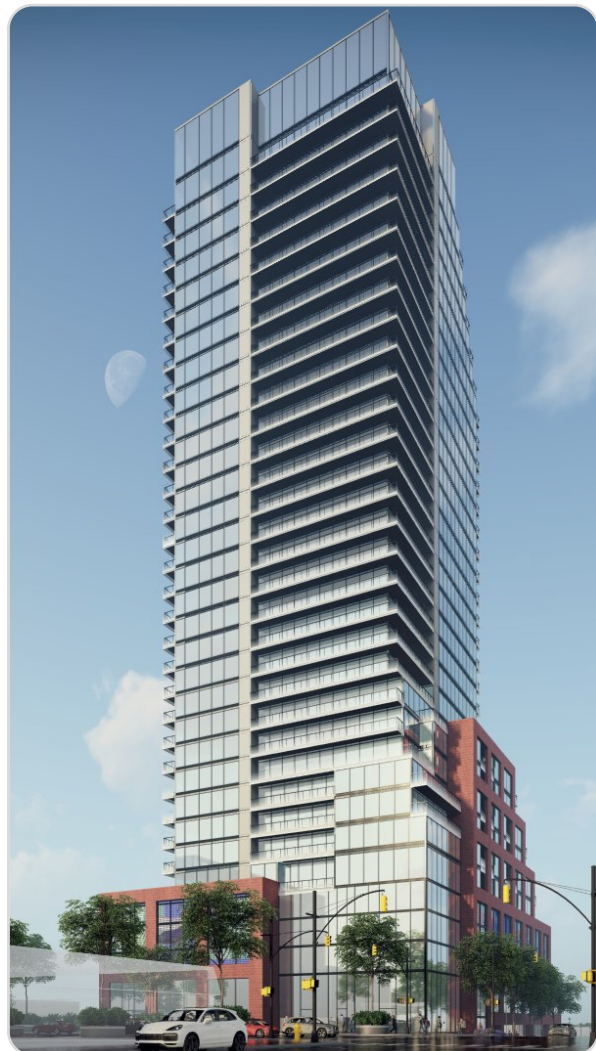


Figure 14: Proposed Development, North, prepared by Scott Shields Architects Inc.

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P O L I C Y C O N T E X T

4.1 CITY OF BARRIE OFFICIAL PLAN 2018

The City of Barrie Official Plan 2018 (BOP 2018) which is currently in-effect, provides guidance for consideration of land use changes, the provision of public works, actions of local boards, municipal initiatives, and the actions of private enterprise. It gives direction for implementing by-laws, guidelines for more detailed planning and the means for controlling growth so that the City's capacity to provide a healthy community environment is not exceeded.

In accordance with Schedule A - Land Use of the BOP 2018, the subject property is designated as "City Centre". The City Centre Planning Area consists of the traditional central business district in the form of the historic downtown as well as some of the City's older residential areas. The City recognizes the downtown as a strategic priority and has completed both a

revitalization plan and a community improvement plan under the Planning Act as a means of focusing community interest and investment. City, private and public/private partnerships are intended to encourage the land use, infrastructure, and linkages with the waterfront necessary to realize the role and potential of the City Centre to a growing and more geographically extended population.



Figure 15: BOP 2018 Schedule A: Land Use

Schedule C - Defined Policy Areas and Schedule I - Intensification Areas of the BOP 2018 designates the subject property within "Urban Growth Centre" and "Height Review Study Area". In accordance with Policy 4.2.2.6 (b), residential intensification is encouraged in a number of general locations in the City and shall be focused in the Urban Growth Centre, Intensification Nodes, Intensification Corridors, and the Major Transit Station Areas identified on Schedule I of the Plan.

BOP 2018 Section 6.5 Urban Design Guidelines

The proposed development adheres to the urban design policies and guidelines for the purpose of the development and maintenance of a healthy, safe, convenient, efficient and aesthetically pleasing urban environment that minimizes disruption to environmentally sensitive areas through a dense urban form.

BOP 2018 Section 6.5.2.2 General Design Guidelines

In accordance with Section 6.5.2.2.(a), the building and siting complement and contribute to a desirable community character. In the development proposal, large exposed blank walls are avoided through façade details, and building entrances are well defined and accessible via public sidewalks. The corner location, at the intersection of Owen Street and Collier Street, emphasizes the building, not the car, as the dominant feature of the site. The building setbacks accommodate space for landscaping, pedestrian amenities and interesting architectural features.

The development adheres to Section 6.5.2.2.(b) provides the guidelines regarding parking areas by locating the parking entrance away from the intersection at Owen Street and Collier Street, with loading, delivery and garbage areas confined within the building perimeter.

Landscaping aligns with Section 6.5.2.2.(c) with minimum planting strips consistent with established themes, utilizing native vegetation and water conservation best practices.

As defined by Section 6.5.2.2.(g), energy efficient urban design is demonstrated by building design measures that use energy efficient building materials, energy conserving landscaping, building orientation that uses shade and sunlight to advantage, appropriate lighting, and "green" roofs located on the fifth floor. Energy efficiency is also promoted through a compact built form that encourages transit, cycling, walking, and a mix of retail and housing being located along multiple transit routes. Additionally, the developer will strive to achieve LEED certification and a high degree of sustainable elements through the detailed design process.

BOP 2018 Section 6.5.2.3 City Centre Guidelines

The development adheres to the City Centre Guidelines through design decisions aimed to enhance the pedestrian experience and respect the historical character of the downtown area. The building is designed with a pedestrian scale, comfort, safety and access through building setbacks and active façade details. Building and landscaping design is of a high-standard and links the Downtown and waterfront consistent with the existing historical character.

BOP 2018 Section 6.6 Tall Buildings and Height Control

The development adheres to Section 6.6, through architectural design decisions aimed to reduce the visual and physical impact of height on the adjacent pedestrian realm. As discussed, this is achieved through an active ground floor, building setbacks and façade articulations. Sufficient separation is maintained between the adjacent buildings to minimize shadow impact to the historical buildings along Dunlop Street East, while also stepping down the building mass to integrate into the existing low-rise context of Collier Street.

Parking is screened through a public art feature of colourful perforated metal screening that provides visual interest, while building materials are chosen to reflect the historical character of the City Centre and mitigate monotonous and blank façades.

BOP 2018 Section 6.6.4

In accordance with Section 6.6.4 (a) the building is designed to mitigate the shadow impact on surrounding open spaces and streets throughout the day. The development adheres to Section 6.6.4 (c), with the tower building being designed to minimize adverse microclimatic impacts to enhance pedestrian comfort at street level. The 32-storey tower incorporates a podium base and landscaping to enhance weather protection for pedestrians that minimize shadowing, interruption of sunlight, and the urban heat island effect.

In alignment with Section 6.6.4 (d), the building enhances street level activity through a consistent street wall adjacent to Owen and Collier Street. The street wall includes active at-grade uses, with building façades incorporating transparent windows, doors, glazing, and other such architectural treatments. Building entrances are directly accessible from public sidewalks.

The development complies with Section 6.6.4 (e) guidelines regarding the Local Area Compatibility. In accordance with policy (i) of this section, the tower includes stepbacks to adjacent lower scale buildings, with design elements making use of height transitions between sites.

4.1.1 CITY OF BARRIE NEW OFFICIAL PLAN 2022

The City of Barrie New Official Plan 2022 (BOP 2022) has been approved by Council and is seeking the approval from Province of Ontario's Ministry of Municipal Affairs and Housing. Although not yet in effect, the policies of the New Official Plan have been considered and are discussed below. BOP 2022 is the roadmap to guide Barrie's growth. The Plan responds to community's land use, development, and conservation goals.

BOP 2022 Section 3.2.3 Urban Growth Centre (UGC)

As the site is located within the Proposed Urban Growth Centre (UGC), the development will

contribute to a complete community providing additional housing and retail opportunities in the City Centre. The site is connected to a dynamic public realm network, heritage features, parks and an emergent multi-modal road network.

BOP Section 3.2 General Urban Design Policies

The development contributes to a human-scale built environment through enhancing density and connecting with the established compact and walkable pattern of streets and blocks with the City Centre. As previously mentioned, a continuous street frontage and entrances facing the street engages with and animates the immediate public realm. Architectural details and public art (such as the perforated metal paneling screening parking, glazing and transparency at ground level) contributes to a rich pedestrian environment.

BOP 2022 Section 3.3.4 High-Rise Buildings

According to Section 3.3.4 High-Rise Buildings, high-rise buildings are over 12-storeys. As such, the development is designed with the following elements;

- The podium frames the public realm enhancing architectural interest.
- The upper portion of building is slender in shape to reduce visual and microclimatic impact of tower.
- The tower design minimizes shadow impact.
- Setback requirements are met.
- All parts of the tower, including balconies are set back from the podium and public street frontages.
- The ground floor is taller in height to accommodate retail uses and an active streetscape.
- The tower top is designed to be of architectural interest and contribute to an interesting cityscape.

Summary

The proposed development meets the draft policies of the approved New Barrie Official Plan, while it is currently not in force and effect at this time. The conceptual design and massing will contribute to the emerging character of the downtown Barrie area as a regional focal point. Guidelines particular to the City Centre and the Urban Growth Centre, directs that new development, such as the proposed development, should be of a high-quality design and should enhance the Downtown as an enjoyable, safe, and pedestrian-oriented place.

The proposed development will provide views of Kempenfelt Bay, and the city skyline and in turn, will represent an attractive landmark within the City Centre. It is located on a prominent corner of the downtown area and will be designed with two articulated façades to frame the street within the downtown area. In accordance with the plan, the development proposes commercial space, intended to be a destination for locals and future residents of the development. As demonstrated by the streetscape plan provided by Envision-Tatham (see Figure 26), high quality landscape design will enhance attractiveness and foster a vibrant public realm.

The proposal supports the creation of complete communities, as it is in proximity of various services, amenities and transportation options that will support future residents being able to meet daily needs via short trips. The proposed development supports the policies that have regard for energy efficiency, as the proposal consists of a compact, high-density development that will enhance the mix of housing options and encourage walking and cycling.

Pedestrians will be able to access site safely, due to the presence of numerous accessible entrances separated from vehicle traffic. The required loading space and waste staging area has been located away from adjacent properties as required. Parking is located underground within the building envelope, as mandated by municipal requirements.

The tower plates of the proposed development all have gross floor areas of 782 square metres which responds to contemporary urban design guidelines (< 850 square metres). The tower configuration has been designed to minimize the appearance of massing reducing shadowing. Appropriate podium setbacks have been provided - Level 5 along Collier Street and Level 11 along Owen Street - providing a street wall along the building sides that frame Collier Street and Owen Street. The presence of large blank walls is avoided, with a public art feature of colourful perforated metal paneling screening parking and providing visual interest and glazing at grade to enhance permeability.

4.2 CITY OF BARRIE URBAN DESIGN MANUAL

The City of Barrie Urban Design Manual (BUDM) seeks to create a safe, accessible, functional and attractive built environment. The development observes to the following guidelines:

BUDM Section 3.0 Site Circulation

The development adheres to Section 3.0 by providing suitable pedestrian circulation, vehicular circulation and parking. Pedestrian access is safe and convenient through well-lit and articulated building entrances off of adjacent sidewalks. As mentioned, pedestrian and vehicular crossings are minimized on site by a single parking entrance located at the side of the building away from the intersection of Owen Street and Collier Street.

In accordance with Section 3.2, the development locates parking within the interior of the site (one floor underground and four floors aboveground). Barrier-free parking is located close to entrances and elevators, with sufficient safety features such as lighting, exit routes, and stairwells near the main entrance.

BUDM Section 4.0 Site Services

The development aligns with Section 4.0 by providing adequate site services away from public streets, Eliminating conflict between service/loading areas and vehicle/pedestrian routes, and providing on-site circulation to eliminate reversing or maneuvering on public streets. Moreover, recycling and garbage handling is located within the primary building with additional waste storage areas for commercial units.

BUDM Section 5.0 Lighting

The development meets the guidelines regarding lighting through exterior lighting fixtures compatible with the architectural design of the building and character of the neighbourhood while enhancing opportunities for surveillance. Design features include lighting to enhance visibility in pedestrian areas, parking and service areas.

BUDM Section 7.0 Architectural Design

The development adheres to Section 7.0 through an architectural design that is compatible with the surrounding area. This includes building materials incorporating red brick and building height setbacks along Owen Street and the stepping down of the tower mass to respect the historical buildings along Dunlop Street East. Blank walls are minimized through glazing and windows along principal walls. These design decisions help provide casual surveillance and break up the building mass. The tower top is designed to enhance the city skyline with a podium that has a presence on both Owen Street and Collier Street through multiple articulated and defined building entrances. Amenity spaces are large to provide usable space for residents and overlook public areas below. Building railings are transparent to enhance surveillance on the street below.

BUDM Section 9.0 Landscape Design

The landscape design adheres to section 9.0 through an attractive landscape treatment designed to soften the visual character and mass of the development, articulate site boundaries, and enhance the microclimate for pedestrians. The site also incorporates landscape areas outside the building entrances to clearly define building entrances, delineate vehicular and pedestrian circulation and reduce the negative impact of continuous pavement.

Summary

The proposed development meets the overall objectives of the Barrie Urban Design Manual.

Site circulation provides a convenient and safe pedestrian experience, with multiple building entrances provided on two faces of the building along Collier Street and Owen Street connecting to existing sidewalks. Lighting will be used to delineate entryways and will be designed as part of the detailed design phase. Overall, the proposed parking design will provide for safe and convenient vehicular movements on the site separating pedestrian and vehicular traffic. One level of parking will be provided

underground and four levels of parking will be located aboveground accessed via a public laneway at the south face of the building. The loading space is located within the building envelope, with a clearly defined route from the entrance on Owen Street. The loading space has been designed in accordance with municipal requirements and waste staging area has been provided.

The architectural design of the proposal has been created to reflect the evolving character and intensification of the Downtown Barrie Urban Growth Centre. The podium floors have a more “robust” look with a dark ironspot brick façade integrating elements from the surrounding architecture while visually separating itself from the rest of the building and emphasizing the pedestrian scale. Main building façades have been oriented to the street, framing the prominent corner of Owen Street and Collier Street. The materials of the north and west façade includes colourful perforated metal paneling with a final design art to be discussed at a later stage of development. Additionally, glazing is provided along the street create permeability and activation of the public-private realm. The proposed development also incorporates setbacks that will provide usable activity area for residents. Setbacks are largely applied to the southern portion of the building, scaling up from the low-rise buildings along Dunlop Street and providing an additional outdoor amenity space.

The proposed streetscape design will improve the visual character of the development. In particular, the proposed streetscape plan will enhance the public realm, promoting the building’s prominence as a focal point and landmark within downtown Barrie. The planters and mulched planting beds will contribute to a softening of the building edge at a key corner site within the city centre, and provide additional shade cover to pedestrians and enhance the site thermal comfort.

It is our opinion that the proposed development meets the overall objectives of the Barrie Urban Design Manual.

4.3 INTENSIFICATION AREA URBAN DESIGN GUIDELINES

The City of Barrie Intensification Area Urban Design Guideline (BIAUDG) direct new development within the Intensification Nodes and Corridors, Urban Growth Centre, and Major Transit Station Areas identified in the City of Barrie Official Plan. These guidelines apply to the proposed development, as it is located within the Downtown Barrie Urban Growth Centre.

Section 2.5 Intensification Typologies

The new development is within an Intensification Area reflecting a higher density, more urban condition. The site is located within the Mixed-Use Main Street typology and will contribute to commercial streets with active, pedestrian-supportive streetscapes.

In accordance to Section 2.5 intensification on the site is compatible with the existing heritage fabric with respect to building height, scale, façade design and key architectural characteristics.

Mixed-Use Main Streets (which Collier Street is designated) should maintain a tight-knit grid of streets and blocks, and a consistent streetwall height that

reflects the heritage character of the Downtown. This is particularly important to the south of the historic Downtown, where the existing conditions are more vehicle-oriented.

The proposed mixed-use building, with retail at grade and residential and office above, will allow residents to live, work and play within the Urban Growth Centre, contributing to “eyes on the street,” and enhancing safety and activity at all hours. Additional building set-backs will accommodate wide boulevards with street trees, landscaping, continuous sidewalks, seating, signage and public art.

The development contributes to the following priorities:

- A consistent, high-quality urban frontage along Owen Street and Collier Street.
- Building design that builds on the unique character of the Downtown (human-scaled building base, trees, at-grade uses).
- An appropriate mix of uses.

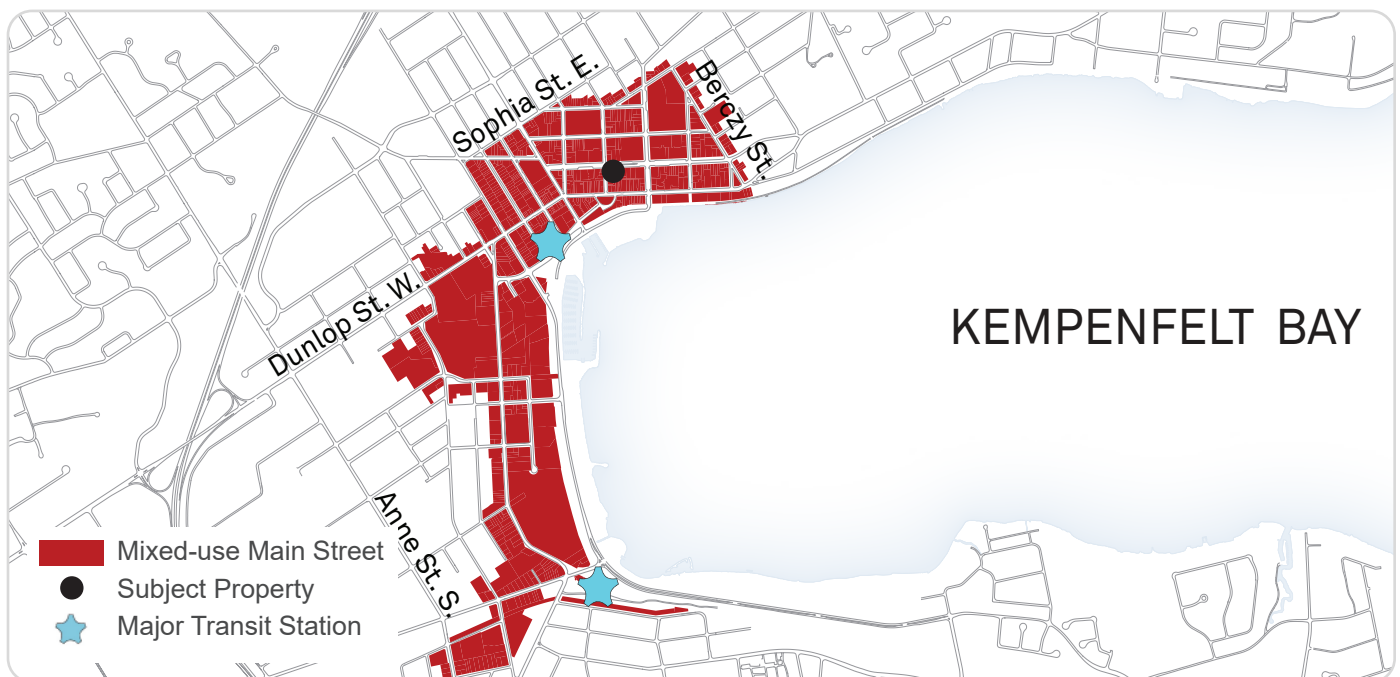


Figure 16: Intensification Typologies (Mixed-Use Main Streets), from BIAUDG

In the Mixed-Use Main Street areas, taller buildings above 8-storeys may be suitable. In accordance to Section 2.5, the proposed 32-storey tower is appropriate as set-backs, step-backs and building transitions more closely reflect the neighbouring properties in terms of building character, height, and architectural detailing.

Section 3.2 Streets and Streetscapes

In accordance with Section 3.2, the proposed development contributes to streets within the Intensification Areas that are pedestrian-supportive. The development supports Section 3.2.8 by providing suitable lighting, downcast and pedestrian-scaled lighting to enhance safety and visibility on streets.

Section 3.3 Parking

The proposed development adheres to section 3.3.2 with 110 bicycle parking spaces located within the parking garage to encourage alternative modes of transport.

Section 4.3 General Building Guidelines

The building is designed to frame Owen Street and Collier Street being appropriated massed and articulated to minimize the impact on the adjacent streetscape.

Section 4.3.1 Building Orientation and Site Layout

In accordance with Section 4.3.1 Building Orientation and Site Layout, the building frames both streets and preserves desirable views with building entrances accessible from the public sidewalks. Moreover, the building's frontage contributes to a continuous streetwall.

Section 4.3.2 Building Heights

Per section 4.3.2, the building fits into the existing context, and contribute positively to the character of the streetscape. The 32-storey tower capitalizes on key views to Kempenfelt Bay while enhancing wayfinding in the city centre. In addition set-backs, step-backs and building transitions respect the neighbouring properties with limited shadow impact

on surrounding streets, parks and open spaces.

Section 4.3.3 Minimum Ground Floor Height

The development adheres to Section 4.3.3 by providing a minimum ground floor height of 4.5 metres to accommodate retail uses along Collier Street and Owen Street.

Section 4.3.4 Front Façade Step-backs

In accordance with Section 4.3.4, the podium creates a human-scaled streetwall and mitigate the overall impacts of the building height on adjacent streetscapes. The design of the building envelope is carefully considered to allow for a minimum of 5 hours of sunlight per day within the Intensification Area from March 21st (spring equinox) to September 21st (Fall Equinox) to ensure pedestrian comfort and encourage active use of the streetscapes.

Section 4.3.6 Side Building Step-backs

The development adheres to Section 4.3.6 by maintaining views and sunlight penetration to public sidewalks. Through building step-backs on Levels 5 to Level 10 and Levels 27 to 32, the development mitigates a "canyon effect" along Owen Street.

Section 4.3.8 Building Articulation

The development aligns with Section 4.3.8, through distinct architectural articulation. The design, materials and finishing are complementary to the surrounding area. Located at the corner of Owen Street and Collier Street, the building articulation includes coloured perforated metal that both screens the parking garage and provides visual interest in the form of public art. The podium ground floor is largely glass to allow views of indoor uses and surveillance, with building entrances clearly defined to enhance pedestrian circulation and legibility.

Section 4.3.10 Materials

The development adheres to Section 4.3.10 through an optimal choice of building materials chosen for

their function and aesthetic qualities. All building materials are of high-quality and are used as intended. In addition, the development includes the following;

- Finished materials that extend to all sides of the building.
- Ground floor incorporating glazing to enhance safety through casual surveillance.

Section 5.2 Mixed-Use Main Street Guidelines

As the development is located within an Intensification Area, and along a street within the Urban Growth Centre the development supports pedestrian-supportive uses, characterized by an active, pedestrian-supportive streetscapes.

Summary

The proposed development is subject to the Intensification Area Urban Design Guidelines as it is located within an Urban Growth Centre, an intensification area. In accordance with the guidelines, the proposed development contemplates a mixed-use built form that will contribute to the enhancement of the downtown Barrie area on underutilized land. The proposed development will respect the surrounding heritage character of the area through providing a continuous streetwall and suitable podium heights along Collier Street at 13.5 and Owen Street at 18.5 metres due to changes in grade. A high-quality urban frontage is achieved through a human-scaled building base, street trees and landscaped areas framing the street. The residential entrance is located along the streetwall, directly accessible via Collier Street and the building is setback 2.32 metres from the east lot line and 6.0 metres from the south lot line.

The retail space of the proposed development has been designed to differentiate from the building's residential uses. The commercial spaces have been designed with articulated entrances and window design. In conformance with the guidelines, the building has been designed to emphasize the focal nature and visibility of the site, through large windows, projections, recesses, and appropriate

materiality. Separate entrances are also provided for the commercial, versus the residential space. The commercial entrance is located on the north and west side of the building.

Detailed design regarding utilities and lighting will be provided during the detailed design phase. The proposed development provides ample short- and long-term bicycle parking within the building parking, supporting the use of alternative transportation modes.

In accordance with the Intensification Area guidelines, the proposed development achieves a more intense form of development while also respecting the surrounding area. A Shadow Study (see Appendix A) has been prepared by Scott Shields Architects Inc. which demonstrates that the proposed development will have limited shadow impacts on the surrounding area.

It is our opinion that the proposed 32-storey mixed-use development conforms to the City of Barrie's Intensification Area Urban Design Guidelines.

5 D E S I G N

5.1 SITE DESIGN

The proposed development offers a compact and efficient use of lands conforming to the downtown Barrie area policies and guidelines. The Ground Floor Site Plan (Figure 17) illustrates a 1.5-metre conveyance, dedicated to the City for future road widening along the Public Lane at the south end of the development. The building is situated on the property with an appropriate setback from the property line to allow for efficient vehicular and pedestrian circulation.

The proposed building is separated by a minimum distance of approximately 2.27 metres from the 1-storey building to the east of the subject property at 55 Collier Street, and 6 metres from the building at 66 Dunlop Street East to the south. These distances maintain a consistent streetwall and built form along the sidewalks and roadways. The building step-back from the south property line and podium height allows for a transition to the historic Dunlop Street buildings. Table 1 provides a breakdown of details related to the proposal.

The proposal includes a total of 253 units. Table 2 includes a breakdown of unit types illustrating the variety that is offered within the proposed building. The site plan and floor plans illustrate details of the interior and exterior amenity area. The outdoor amenity space is proposed at Level 5 of the proposed building connects to the indoor amenity space totalling 637.8 square metres. Additional indoor amenity space is proposed at the Upper Ground Floor (701.22 square metres). The total area of retail space all located at the ground and lower level is 1271.6 square metres.

The floor plans include details related to the proposed parking facility, which will include a total of 234 spaces. There will also be 14 EV parking spaces. 110 bicycle parking spaces and lockers are included.

Table 1: Site Statistics

Type	Statistic
Lot Area [Existing]	2,536.27m ²
GFA	23,708.6m ²
Height	97.50m + MPH (6m)
Total Units	253
Commercial Space	1271.6m ²
Parking Spaces	234
EV Parking Spaces	14
Bicycle Parking	110
Total Amenity	1339.06m ²

Table 2: Unit Type

Type	Units
1 bedroom	71
1 + den	63
2 bedroom	81
3 bedroom	38
Total	253

The ground floor of the building will include a lobby and concierge, garbage facilities, loading area, retail, and indoor residential amenity space. The design strategically locates these various spaces in areas that conveniently connect and link to outdoor areas. The lower ground floor includes garbage facilities, loading area, and additional retail. Retail and amenity spaces along Owen Street and Collier Street promote an active streetscape and add to the City's overall goals.

The design considers efficient circulation of the site, proposing a building that meets the needs of residents and visitors. Levels 2-3 of the proposed building illustrate a similar floorplate with variation in the proposed green roofs.

Incorporated on Level 5 is the green roof as well as outdoor amenity area adjacent to an indoor amenity area. Levels 5-8 of the building represents the transition between the podium and the tower components of the building. Levels 9-11 contains centrally located services and residential units along the periphery, with some units having terraces. Levels 12-27 of the building represent a similar design omitting terraces. The building will provide a total of 253 units, with units varying between one- to three- bedrooms. Each unit will have access to a balcony which will establish private accessible outdoor space for residents. Figures 17-21 include selected Site Plan and Floor Plans for the proposed development as well as some details related to the elements/services of each level. Details related to the building setbacks and massing are provided in Section 5.4.

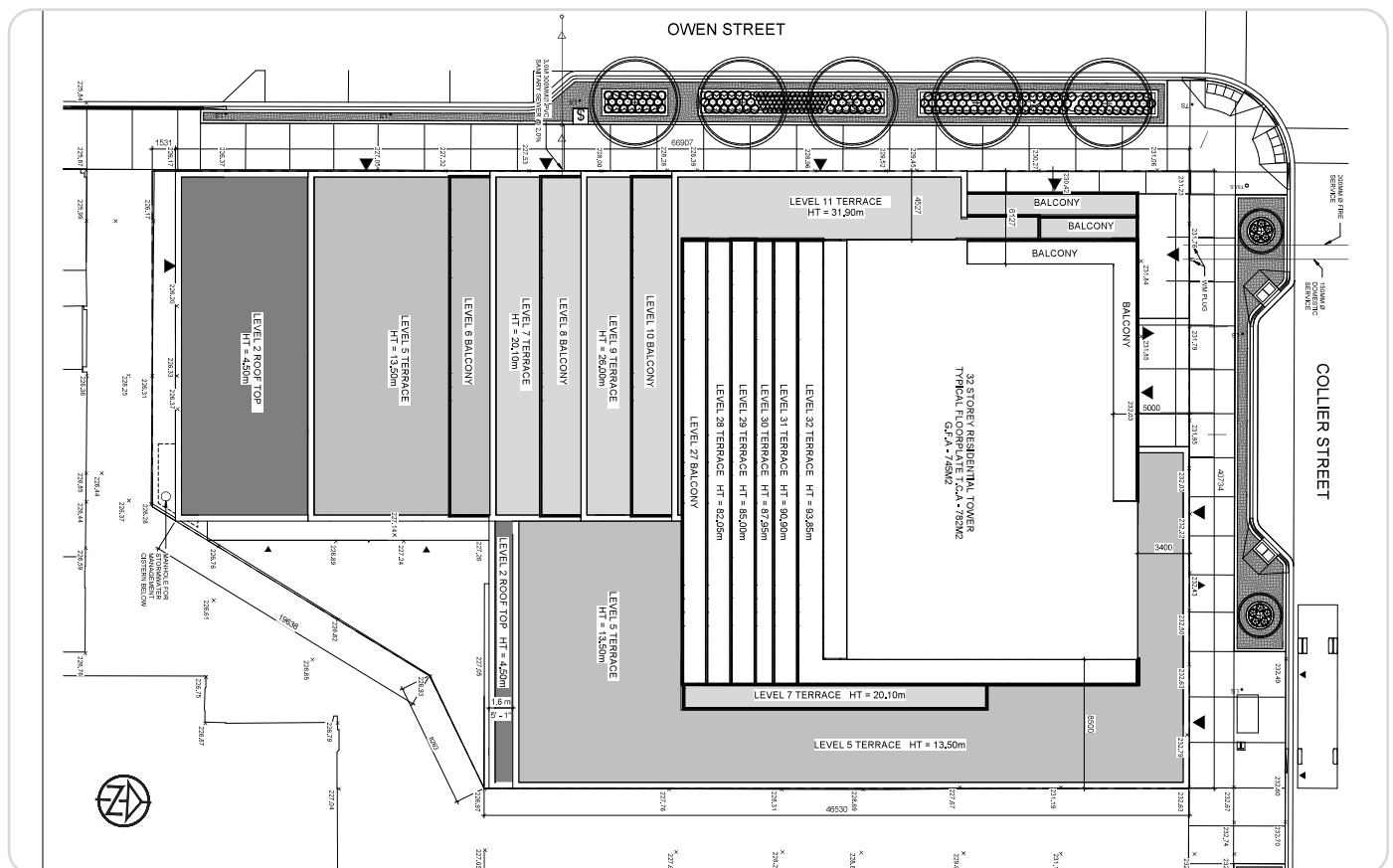


Figure 17: Site Plan, prepared by Scott Shields Architects Inc.



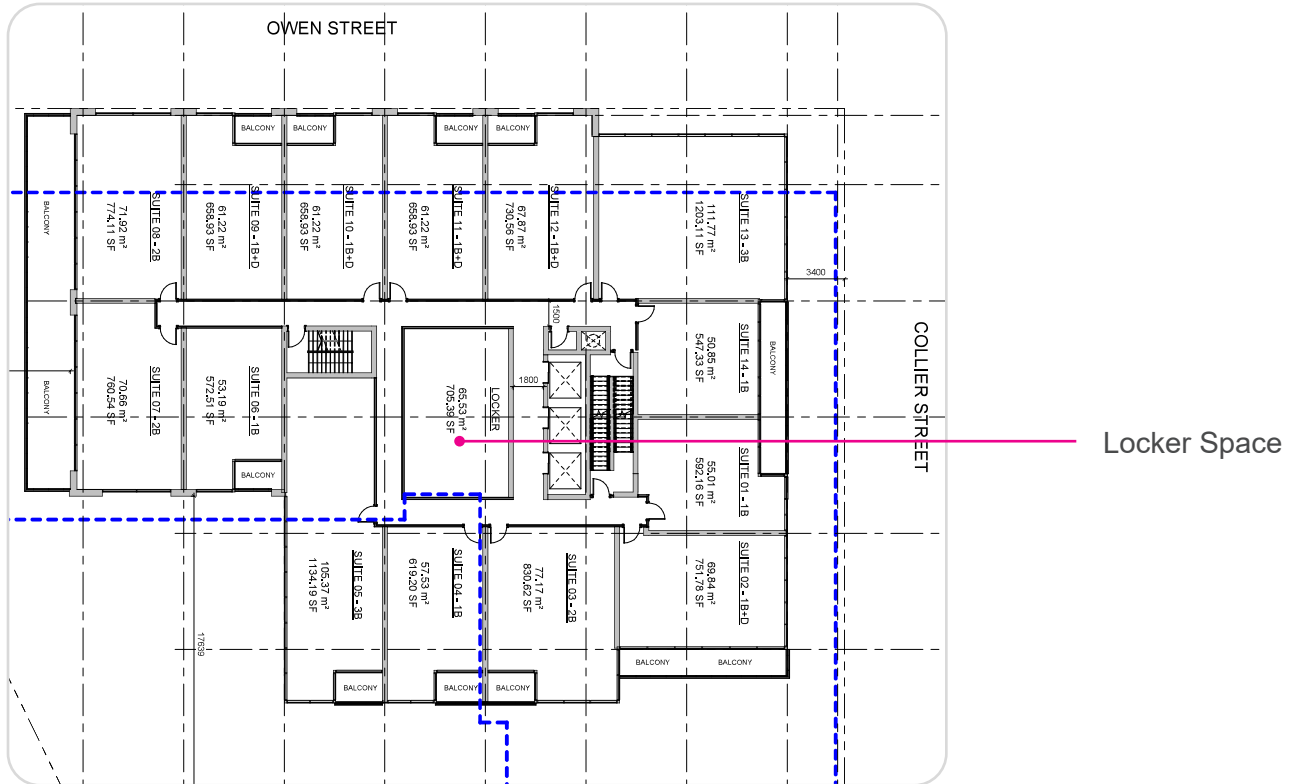


Figure 20: Level 6 Floor Plan, prepared by Scott Shields Architects Inc.

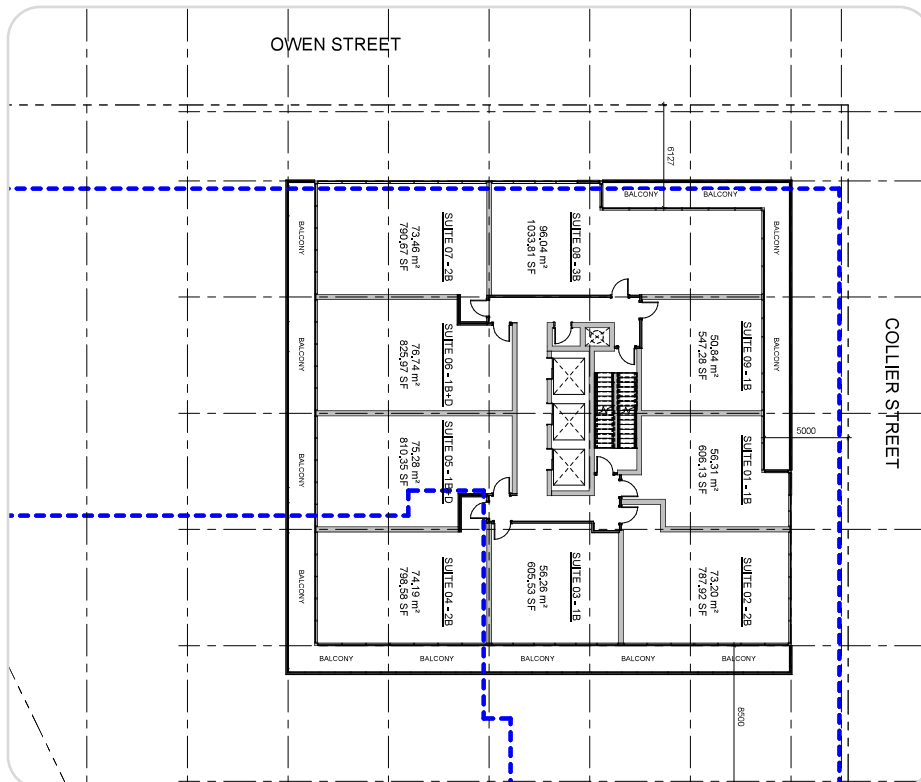


Figure 21: Level 12-27 Floor Plan, prepared by Scott Shields Architects Inc.

5.2 BUILT FORM MASSING

The proposed development includes a 32-storey building with a maximum building height of 97.50 metres. The 32-storey tower portion of the building occupies a prominent location at the intersection of Collier Street and Owen Street.

The 6-storey articulated podium frames the corner of Collier Street and Owen Street adding to the pedestrian scale while animating the streetscape. The gradual step-backs between the tower and south podium height assists with a transition to the adjacent historic Dunlop Street buildings (see Figure 22). Moreover, the podium also steps back at the north and west to provide a positive relationship between the building and the public realm contributing to an active, pedestrian-scaled streetscape. These setbacks allow for extended terraces for units on Level 5 within additional terraces on Level 7 and 8.

The upper and lower ground floor will have expanded heights to accommodate active uses. This will increase the opportunity for glazing to strengthen the indoor-outdoor interface and reinforce sight lines between the public realm and the interior. The elevated ground floor heights will further enhance the public realm and pedestrian experience.

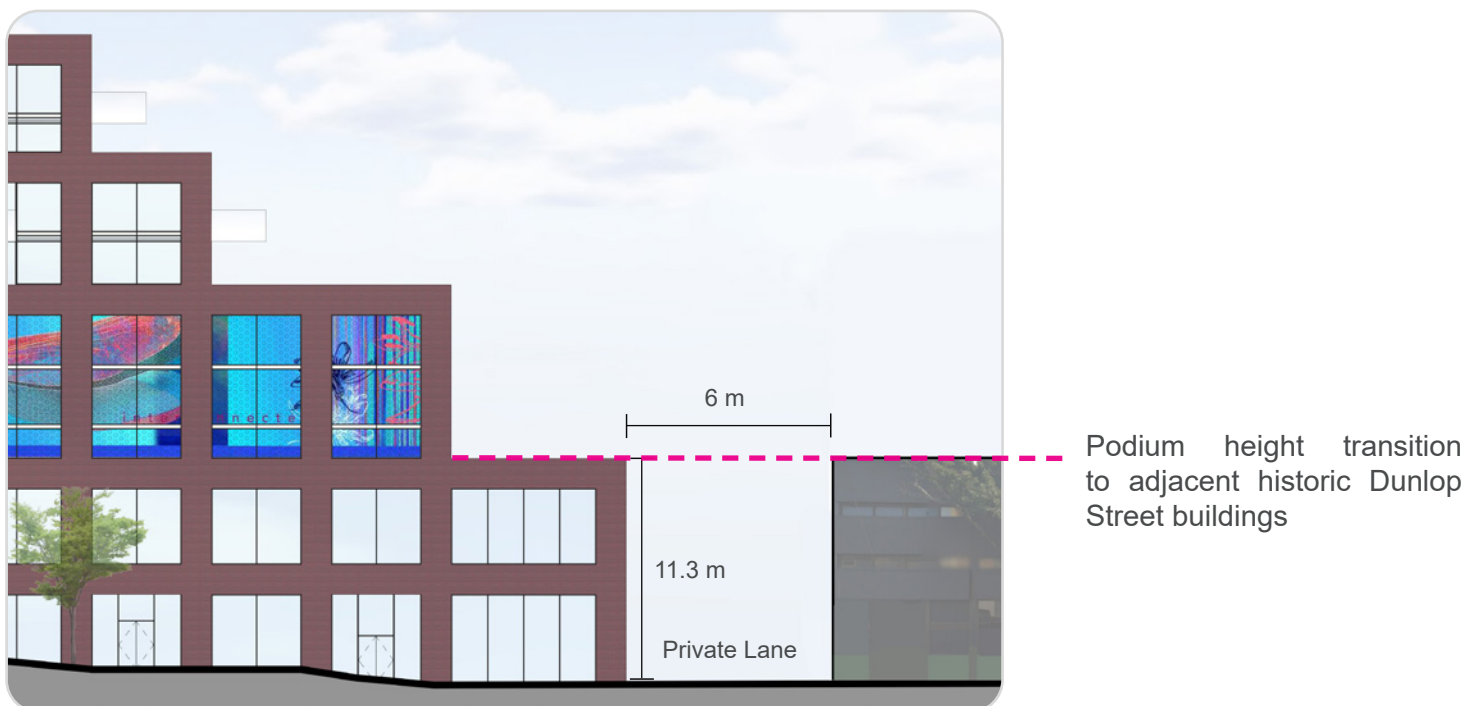


Figure 22: West View along Owen Street, prepared by Scott Shields Architects Inc.



Figure 23: Rendering of Proposal - Southwest, prepared by Scott Shields Architects Inc.

5.3 ARCHITECTURAL DETAILING

The proposed development architectural design renderings illustrate the materials and colour palette choices. The architectural design comprises a podium-tower building structure with horizontal and vertical articulation to mitigate the building height and enhance visual interest. A combination of projected balconies, glazed surfaces, dark ironspot brick, and colourful perforated metal paneling screening parking will create variation and transition between the podium and the tower. Ironspot brick utilized in the podium design pays homage to the historic character of the city centre.

Glazed surfaces are incorporated at grade to promote indoor and outdoor permeability. The residential entry is located at the north façade with retail entrances are located along the north and west façade.



- Bird Friendly Glass
- Balcony Rail
(clear with coated pattern)
- Architecturally Finished
Concrete Slab Coating
(white)
- Brick Style Finish
- Perforated Panels
- Window Wall Glazing

Figure 24: Rendering of Proposal - North, prepared by Scott Shields Architects Inc.

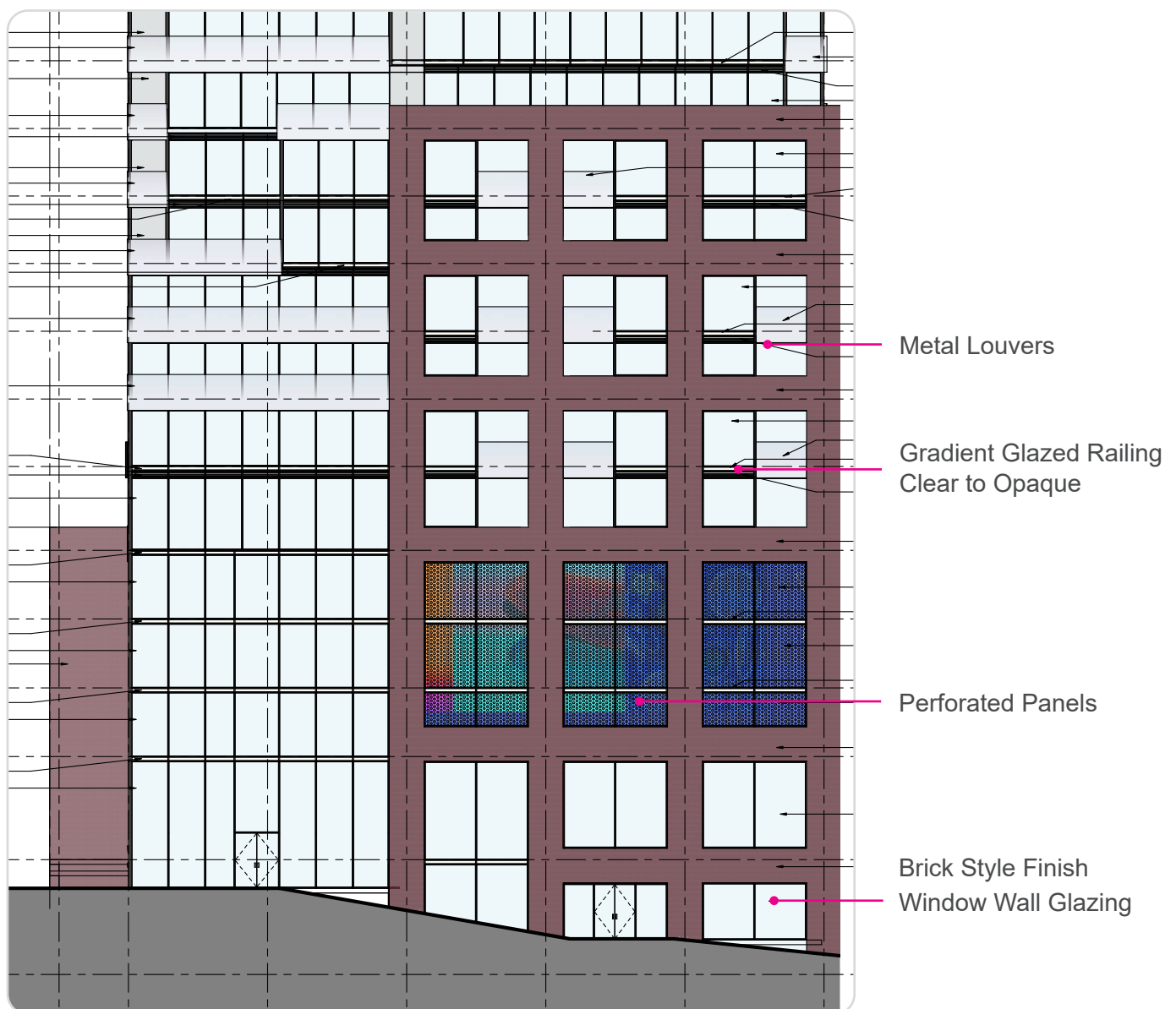


Figure 25: Enlarged West Elevation, prepared by Scott Shields Architects Inc.

5.4 STREETSCAPE AND LANDSCAPING

The urban character of the proposed streetscape and landscaping is fit for purpose in proximity to residential and retail entrances. Landscaping will frame walkways and entrances and minimize the visual impact on the street edge and improve pedestrian thermal comfort. Additional planters will line Colliers Street assisting to indicate the drop off area.

An outdoor amenity terrace is located on the 5th floor will receive high-quality landscape treatment including outdoor seating, raised planters and Ontario native plants to enhance the sense of comfort and contribute to the microclimate (see Figure 27). The 5th floor will also contain a green roof with uses defined in a later stage of development.

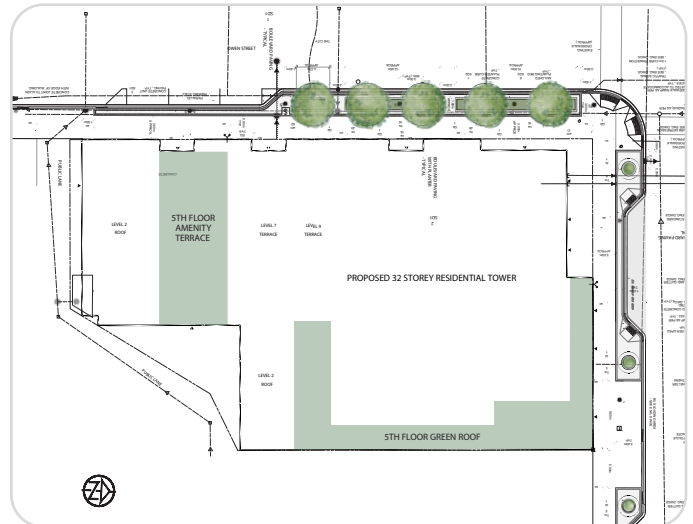


Figure 26: Streetscape Plan, prepared by Envision-Tatham Inc.



Figure 27: Terrace Concept, prepared by Envision-Tatham Inc.

5.5 ACCESS AND CIRCULATION

Vehicular Circulation

Access to the site is proposed at Owen Street via a Public Lane that leads to the servicing area and an access ramp to the parking. Garbage and loading services are consolidated within the building envelope at grade and are accessible via the existing Public Laneway. An appropriate separation between vehicular and pedestrian zones and sufficient truck turn-around area is provided. Distinct routes for traffic on the subject property will ensure safe and efficient circulation for pedestrian traffic.

Pedestrian Circulation

The main residential entrance is located at Collier Street and connects to the building lobby and indoor amenity areas, elevators, and mailrooms. The entry is recessed from the street, which helps to minimize the adverse impacts of strong wind conditions. Retail entrances are located at the corner of Collier Street and Owen Street, and future south along Owen Street. Bicycle parking for residents is located on Parking Level 2-4 accessible via interior walkways from Collier Street.

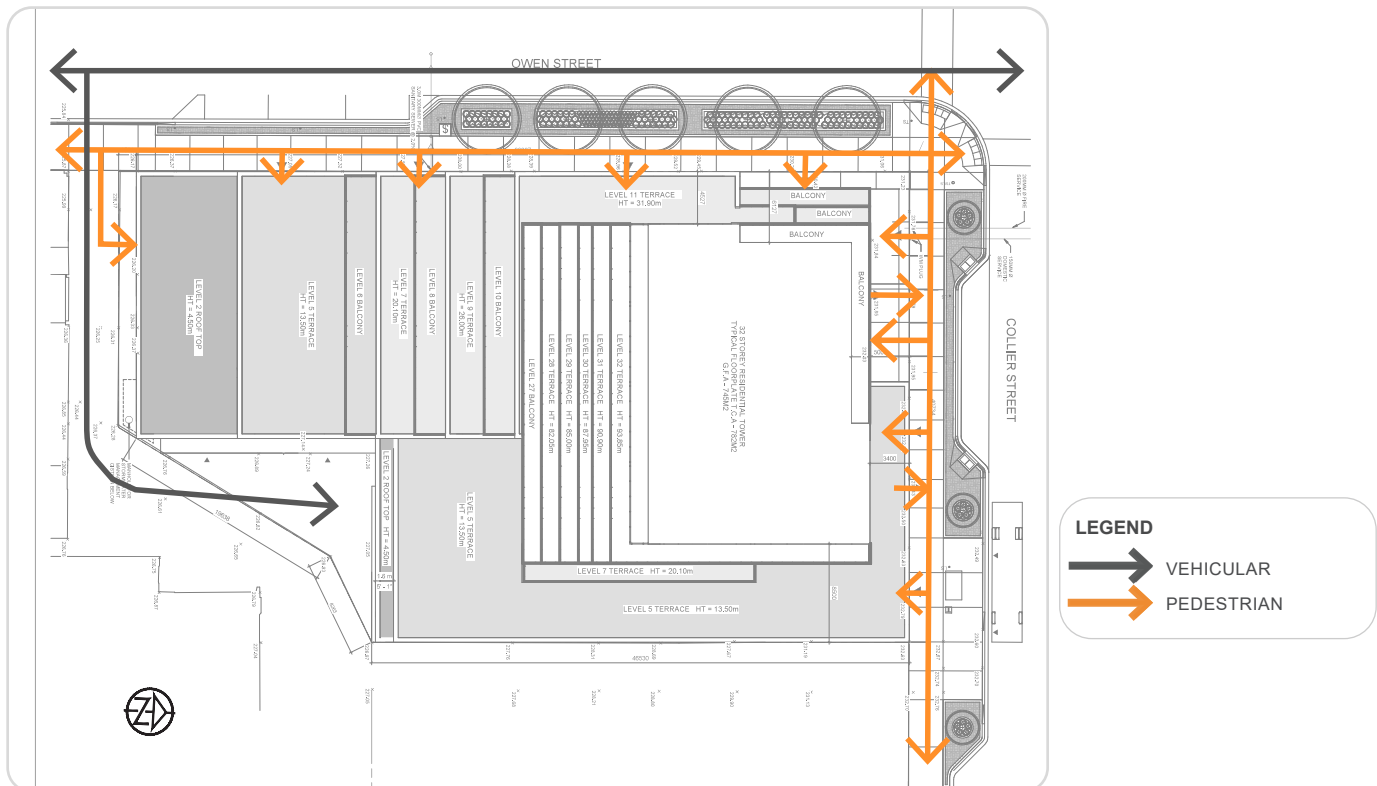


Figure 28: Circulation Plan, prepared by Weston Consulting

5.6 PARKING & LOADING

The parking is located within five levels of parking (one underground, four aboveground), accessed via a vehicular ramp at the rear of the building concealed by the building envelope. For residents and visitors' convenience, the proposal includes a drop-off area adjacent to the northern building façade along Collier Street.

All servicing is contained within the building envelope to the rear. Staging and loading areas are supported by sufficient vehicular movement space, and are located adjacent to moving and bulk storage rooms to maximize efficiency.

As stated, the plans include details related to the proposed parking facility, which will include a total of 234 spaces. 110 bicycle parking spaces and lockers are included.

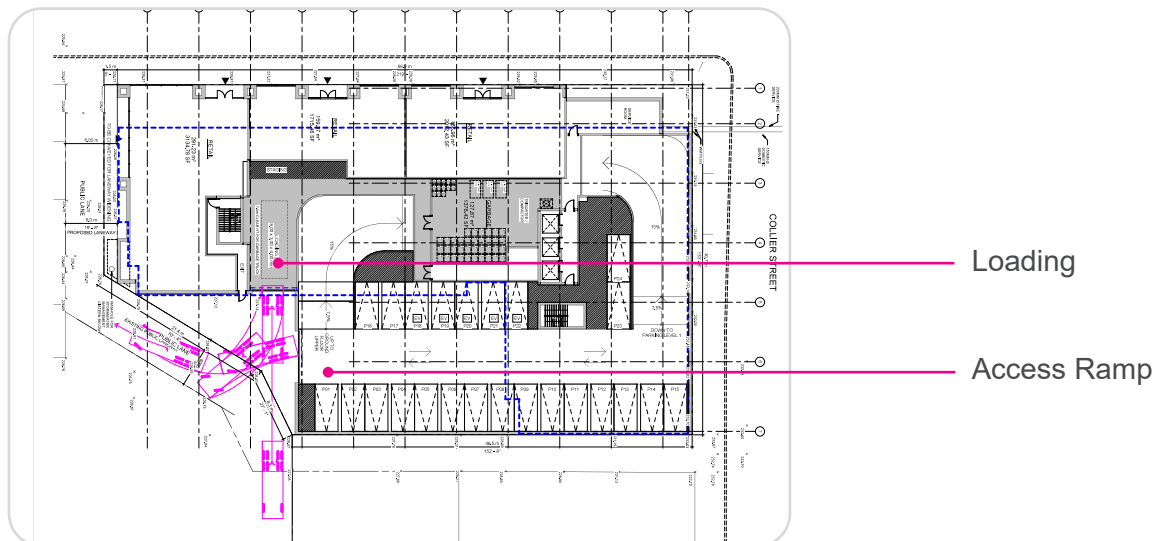


Figure 29: Lower Ground Floor, prepared by prepared by Scott Shields Architects Inc.

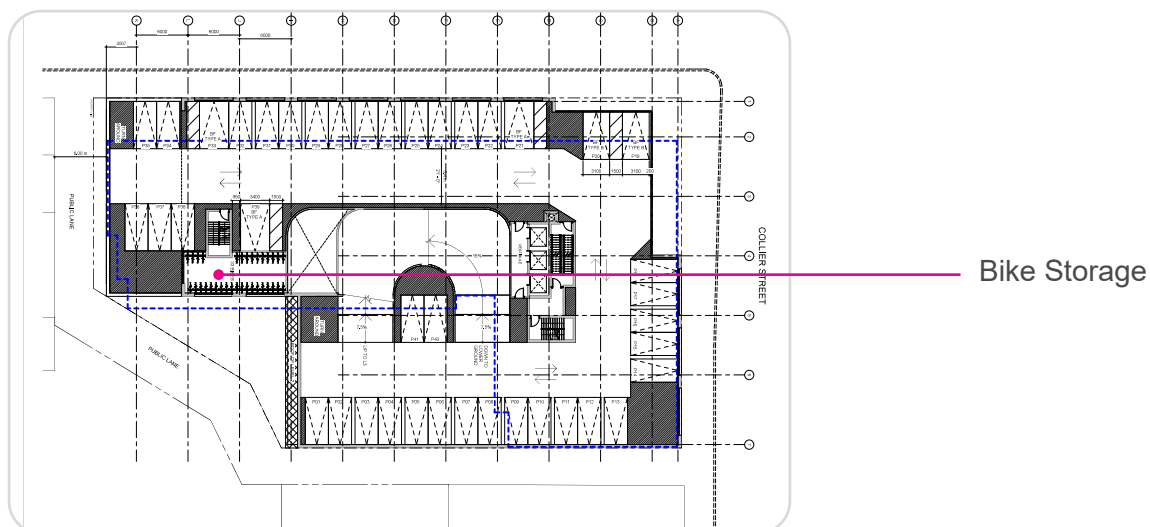


Figure 30: Level 2 plan, prepared by prepared by Scott Shields Architects Inc.



6

SUPPORTING STUDIES

6.1 SHADOW STUDY

A Shadow Study has been prepared by Scott Shields Architects Inc. to assess whether the proposal causes undue shadow impacts on public parks and open spaces, private amenity areas, and surrounding streets. This Study serves to identify and limit any resultant shadowing that may produce undesirable conditions on the public realm and other sensitive areas. The Study has been prepared according to the Terms of Reference provided by the City of Barrie dated October 2018. As such, shadow tests have been conducted on the following dates and at the following times:

Test Dates

June 21st, September/March 21st, December 21st

Test Times

June 21st: 11:18am – 5:18pm

September/March 21st: 9:18am – 5:18pm

December 21st: 9:18am – 5:18pm

Please see the full Shadow Study prepared by Scott Shields Architects Inc. (Appendix A) to see diagrams of the shadow tests from each test months, illustrating morning and afternoon shadows and maximizing sunlight. The following discussion provides an overview of key shadow impacts from the proposed development.

June 21st: 11:18am – 5:18pm

The morning shadows of June 21st are cast along Owen Street, and the retail buildings west of the proposed subject property along Collier Street. From 12:18-2:18 shadow is cast along Collier Street north of the subject property. Shadowing between 3:18-5:18 is cast on the neighboring retail properties east along Collier Street. As a result the slender design of the building tower, sunlight on adjacent sidewalks is achieved for a minimum of 5 hours per day conforming to the Intensification Area Urban Design Guidelines requirements.

September/March 21st: 9:18am – 5:18pm

The morning shadows on September 21st and March 21st are cast northwest along Owen Street and Collier Street also impacting the buildings across Owen Street and north of Collier Street. From 1:18 to 2:18 shadow impact is limited to commercial buildings north of the site fronting Collier Street. Additional shadow cast along Collier Street and the neighboring commercial building east of the subject property in the afternoon from 3:18 to 5:18.

December 21st: 9:18am - 5:18pm

Shadowing during the month of December is generally more prevalent, with longer shadow extents. The morning shadow impact from 9:18-11:18 casts on properties northwest of the subject property with shadow being cast on John Edwin Coupe Park for a limited time period at 10:18. From 12:18-3:18 shadow is cast on the properties north and northwest of the subject property facing Collier Street and Worsley Street. For the remainder of the afternoon, shadow impact is limited prior to sundown.

Summary

In accordance to municipal guidelines, the 32-storey building is designed to mitigate the impact of shadows on surrounding streets and parks throughout the day making use of setbacks and significant step-backs on the south side of the building. Moreover the slender tower design mitigates shadow impact while maximizing sunlight exposure on adjacent sidewalks. Given the desired urban form for the Urban Growth Centre to increase housing diversity and opportunities, the proposed development will not result in incremental shadow impacts on adjacent lands, city streets and open spaces.

September/March 21st

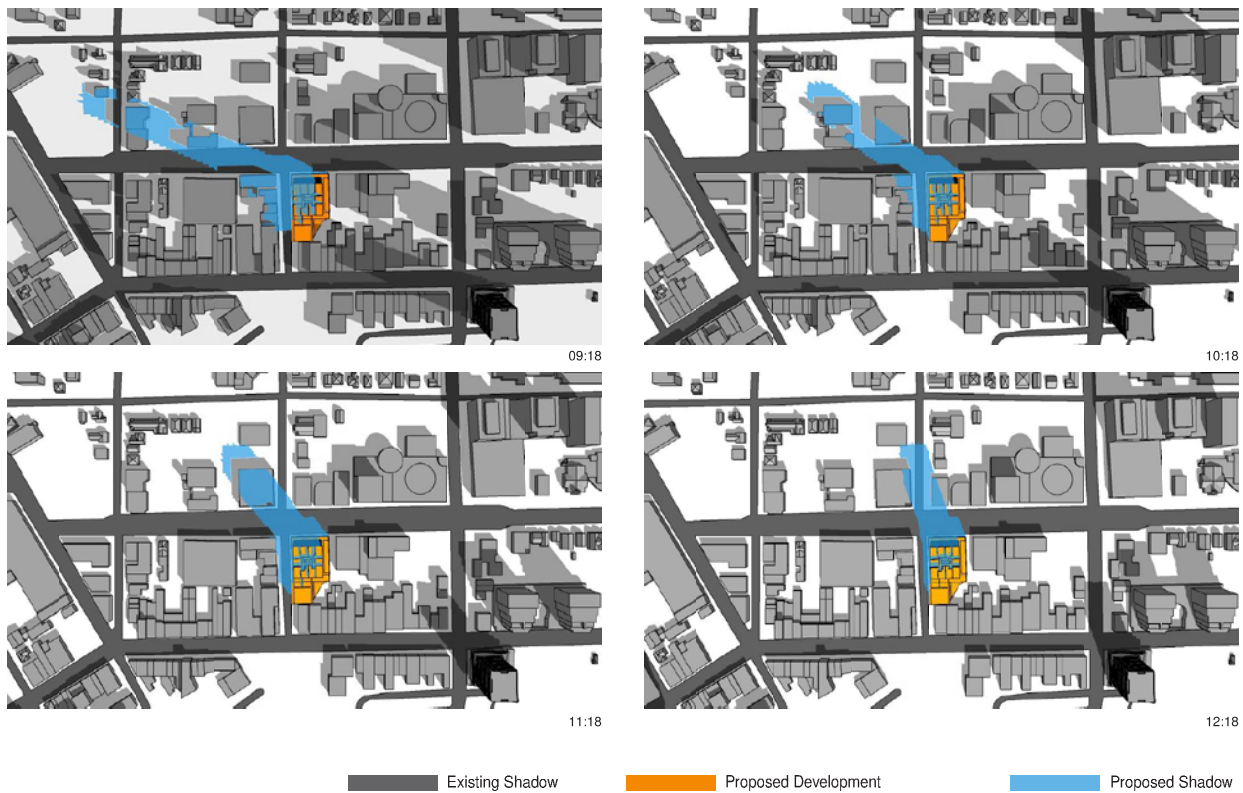


Figure 31: Proposed development shadow study - Sept/May 9:18-12:18, prepared by Scott Shields Architects Inc.

6.2 BLOCK PLAN

A conceptual block plan has been prepared to illustrate the potential redevelopment scenario for adjacent blocks located within the immediate site context and demonstrate how the proposed development will fit within the evolving downtown area. This preliminary block plan does not identify proposed developments of infer how the area will develop over time, but rather provide a general vision for potential redevelopment based on existing policies.

A key goal is to identify opportunities for greater density and housing options while respecting the low rise character of the historic buildings along Dunlop Street. The plan acknowledges a designated heritage property at 72-74 Dunlop Street East as well as an additional active development east of the subject property at 79 Collier Street. The proposed block plan consolidates potential high rise buildings along Collier Street and potential low to mid-rise buildings along Dunlop Street. A notable exception is the potential of a high-rise building at the corner

of Dunlop Street East and Mulcaster Street. The potential low- to mid-rise development can provide a gradual transition to the existing low-rise buildings. Diversity of building heights and massing will create more dynamic streetscape and better wind conditions.

To note, additional designated heritage properties are located outside of the block plan boundary along Dunlop Street East. Dunlop Street East also functions as one of the City's primary heritage "main streets". Redevelopment along Dunlop Street should respect existing heritage buildings and the character of the structures and considering adaptive reuse of the facades where possible should redevelopment along Dunlop Street be supported. With these considerations, the proposed block plan respects the historical character of the downtown core.



Figure 32: Block Plan, prepared by Weston Consulting

To enhance pedestrian connectivity between Collier Street, Mulcaster Street, and Dunlop Street East, potential mid-block connections are proposed.

Collectively these design decisions will enhance access to the waterfront, encourage active transportation, and support a complete community within Downtown Barrie, all goals defined in the Barrie Official Plan.

7

CONCLUSION

The proposed 32-storey tower combines residential and commercial uses through thoughtful intensification, and consideration to the existing surrounding built form and land uses within the Barrie City Centre and Urban Growth Centre. High-quality landscaping and efficient circulation routes enhance the public realm and encourage active and animated street frontages. The tower maximizes views of Kempenfelt Bay, with a location in proximity to existing transit infrastructure. The architectural design, building placement and orientation define the corner location within the city centre while maintaining appropriate setbacks and angular plane requirements to mitigate shadow impact. Moreover, setbacks and gradual step-backs provide an appropriate transition to the historic Dunlop Street buildings south of the subject property. Overall, the proposed development supports the establishment of a complete community and adheres to the City of Barrie Official Plan policies, the City of Barrie Urban Design Manual Guidelines and the Intensification Area Urban Design Guidelines.

APPENDICES

APPENDIX A

June 21st





05:18

September/March 21st



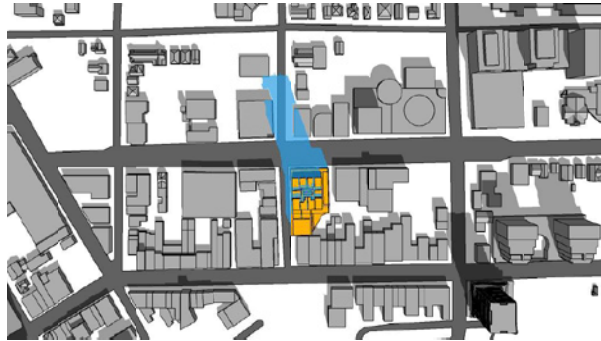
09:18



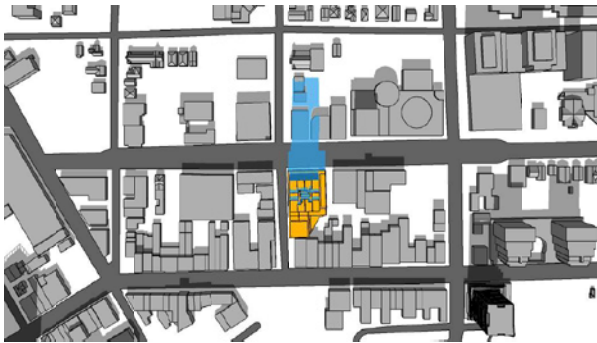
10:18



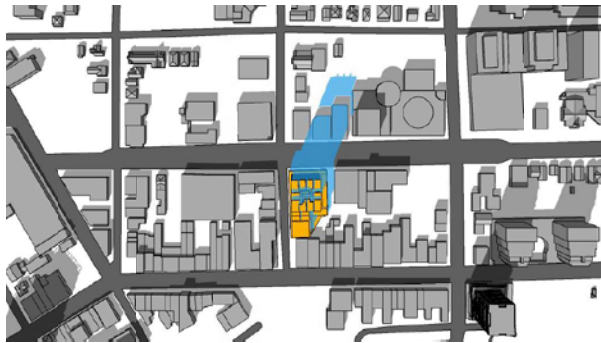
11:18



12:18



01:18



02:18



03:18



04:18

Existing Shadow

Proposed Development

Proposed Shadow



05:18

December 21st



01:18



02:18



03:18



04:18



01:18



02:18



03:18



04:18

Existing Shadow

Proposed Development

Proposed Shadow



05:18



An aerial photograph of a city street grid, showing various buildings, parking lots, and green spaces. A semi-transparent blue rectangle is overlaid in the center of the image, containing the Weston Consulting logo. The logo consists of the company name in a white, sans-serif font, followed by a stylized white icon of three jagged, upward-pointing lines.

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